USDA Weekly Retail Chicken Feature Activity

Fri. May 08, 2009

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 05/08 thru 05/14.

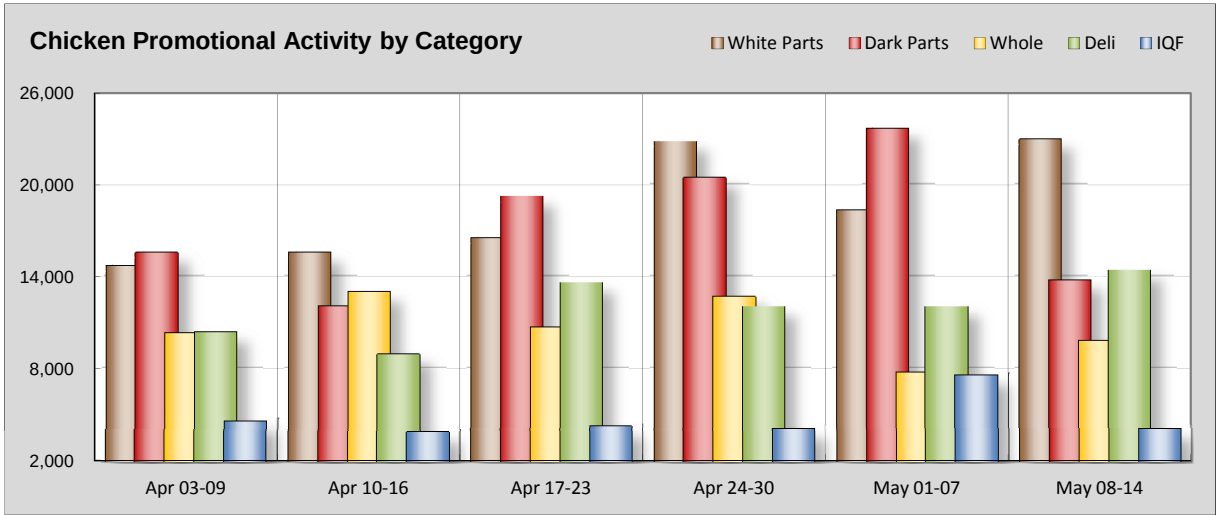
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

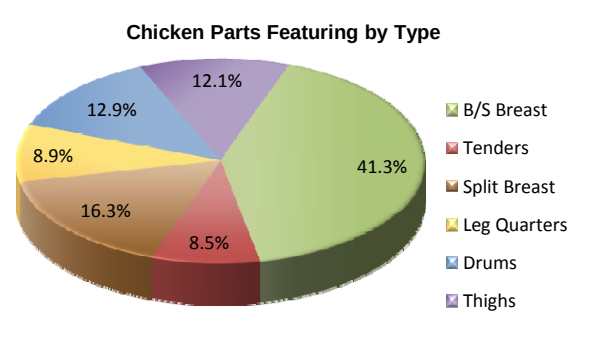
NATIONAL SUMMARY

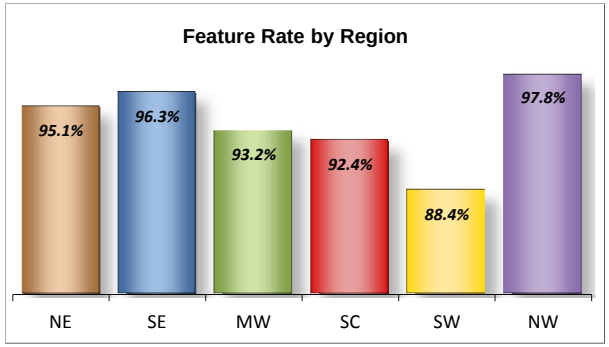
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate [1/]	**93.9% of 18,600 outlets**		**94.6% of 18,600 outlets**		**92.5% of 18,000 outlets**	
Special Rate [4/]	**21.8%**		**25.8%**		**9.2%**	
Activity Index [2/]	**65,380**		**69,350**		**60,510**	
WHOLE BIRD:	**Stores** [3/]	**Wtd Avg**	**Stores /3**	**Wtd Avg**	**Stores**	**Wtd Avg**
bagged fryer	4,090	1.03	4,880	1.01	4,270	1.06
cut-up fryer	2,040	1.38	1,240	1.29	1,510	1.46
bagged roaster	1,500	1.07	1,030	1.03	1,260	1.10
Cornish (frs/frz)	2,130	1.80	590	1.79	1,570	1.86
DELI **Rotisserie:**						
< 2 lbs.	7,660	5.54	6,090	5.78	5,500	5.72
2.1-3.0 lbs.	750	7.56	310	7.49	480	6.99
8-pc Fried:	5,980	6.04	5,590	6.04	3,830	6.73
PARTS:						
Bnls/Sknls Breast						
regular pack	8,440	2.78	5,600	2.93	6,660	2.75
value pack	2,670	2.14	3,300	2.29	3,210	2.17
thin sliced	2,470	3.96	1,500	3.83	1,530	4.13
Breast Tenders						
regular pack	2,430	3.16	2,490	3.09	1,920	3.69
value pack	350	2.71	1,040	2.20	430	2.15
Split, bn-in Breast						
regular pack	3,870	1.33	1,530	1.55	3,020	1.76
value pack	1,500	1.29	2,120	1.41	1,590	1.48
Whole Wings	1,170	2.08	680	1.97	1,020	1.67
Leg Quarters	2,930	0.90	5,690	0.72	2,310	0.91
Legs	260	1.09	410	1.15	270	1.09
Thighs						
regular pack	2,350	1.25	2,420	1.30	3,430	1.03
value pack	1,610	1.54	5,370	1.11	2,080	1.16
Drumsticks						
regular pack	2,340	1.26	2,440	1.30	3,390	1.07
value pack	1,890	1.47	5,430	1.14	2,630	1.14
Bnls/Sknls Thighs						
regular pack	2,350	2.44	1,430	2.58	1,540	2.31
value pack			450	2.08		
9-pc Combos						
drum-thigh-breast	260	1.59	60	1.88	1,480	1.83
drum-thigh-wing	240	1.09	140	1.20	260	1.39
IQF **B/S Breast**	2,950	2.19	5,210	2.25	3,040	2.37
Tenders	960	2.22	2,100	2.46	1,720	2.69
Wings	190	1.84	210	1.54	560	2.20

This Week's Chicken Feature Highlights

National Summary indicators remain strongly in favor of poultry products presence in retail outlets. Whole body products are well represented in volume. The Deli offers no excuse for the family not to release Mom from cooking on her day of recognition. Bnls and split breast are a good deal this ad period, tenders do nothing special. Dark meat parts are unchanged to higher on pricing, especially on bulk packs, regular packs are still the best choice for cost conscious shoppers. IQF parts are mixed on price and volume. Specialty chicken items continue their ascent in offerings, Organics drop sharply. The next few ad periods should be interesting for both retailer and consumer alike. Mid- month checks and the approaching holiday weekend will have all parties seeking the best opportunities for a successful shopping experience.







All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/ Feature Rate: the amount of sampled stores advertising any reported chicken item during the current week, expressed as a percentage of the total sample. **2/ Activity Index:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised chicken item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). **3/ Stores/Avg:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/ Special Rate:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

USDA Weekly Retail Chicken Feature Activity

Fri. May 08, 2009

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 05/08 thru 05/14.

(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

	NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)				SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)				MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)			
Feature Rate 1/	**95.1% of 4,000 sampled outlets**				**96.3% of 5,100 sampled outlets**				**93.2% of 3,100 sampled outlets**			
Special Rate 2/	**33.3% of stores w/ no-price promotions**				**38.4% of stores w/ no-price promotions**				**11.7% of stores w/ no-price promotions**			
Activity Index 3/	**Activity Index = 18,260**				**Activity Index = 11,090**				**Activity Index = 8,760**			
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer	0.68 - 1.39		1,580	1.00	0.89 - 0.99		410	0.97	0.88 - 1.39		1,050	1.01
cut-up fryer	0.89 - 1.69		610	1.22	0.99 - 1.49		90	1.35	0.99 - 1.69		320	1.30
bagged roaster	0.79 - 1.49		460	0.90	0.88 - 1.49		680	1.13	0.98		110	0.98
Cornish (frs/frz)	1.24 - 1.99		1,370	1.86	0.98 - 1.99		340	1.62	1.49 - 2.00		220	1.76
DELI **Rotisserie:**												
< 2 lbs.	3.99 - 6.99	each	1,530	5.57	4.99 - 6.99	each	1,950	5.40	4.98 - 6.99	each	1,090	5.40
2.1-3.0 lbs.	6.98 - 9.99	each	330	7.84	6.99	each	10	6.99	6.99	each	250	6.99
8-pc Fried:	5.00 - 7.99	each	780	6.12	4.99 - 6.99	each	780	6.01	5.99 - 7.99	each	1,550	6.14
PARTS:	Processor Label	Private Label	Stores	Wtd Avg	Processor Label	Private Label	Stores	Wtd Avg	Processor Label	Private Label	Stores	Wtd Avg
Bnls/Sknls Breast												
regular pack	2.79 - 3.99	1.79 - 3.99	1,690	2.90	1.78 - 3.99	1.78 - 2.98	1,870	2.85	1.78 - 2.99	1.71 - 2.99	1,700	2.32
value pack	1.77 - 2.49	1.68 - 2.69	850	2.22	1.99 - 2.99	1.97 - 2.79	550	2.23	1.99	1.68 - 1.99	60	1.95
thin sliced	2.74 - 4.99	2.99 - 4.99	1,250	3.81	2.98 - 4.99	3.99	470	3.66		3.99	30	3.99
Breast Tenders												
regular pack	2.99 - 4.99	1.99 - 3.99	880	3.43	2.98 - 4.99	3.99	560	3.58	1.87 - 2.59	2.49 - 2.99	390	2.49
value pack						1.97	70	1.97		3.99	90	3.99
Split, bn-in Breast												
regular pack	1.29 - 1.99	0.98 - 1.99	970	1.50	1.18 - 1.49	0.99	1,740	1.13	1.79	0.99 - 1.29	290	1.44
value pack	1.19	0.99 - 1.69	340	1.39	0.99	0.88 - 1.49	370	1.00	0.99 - 1.59	0.99	280	1.20
Whole Wings	1.99	1.89	20	1.93	1.58 - 1.88	1.58	160	1.66	1.88	1.79 - 1.83	430	1.85
Leg Quarters	0.49 - 0.99	0.49 - 0.99	1,050	0.74	0.58 - 0.89	0.39 - 0.99	350	0.65	0.49 - 0.99	0.39 - 1.29	230	0.83
Legs		0.99 - 1.29	80	1.19		1.19	20	1.19				
Thighs												
regular pack	1.19 - 1.49	0.99 - 1.19	680	1.15	1.09	0.99	80	1.02	0.98 - 1.33	1.19 - 1.29	140	1.15
value pack	1.29	0.99 - 2.99	950	1.87	0.99	0.99 - 1.19	100	1.04	0.99 - 1.39		120	1.36
Drumsticks												
regular pack	1.19 - 1.59	0.99 - 1.19	680	1.19		0.99	60	0.99	0.89 - 1.33	1.19 - 1.39	150	1.15
value pack	0.99 - 1.39	0.99 - 2.99	1,180	1.71	0.99 - 1.19	0.99 - 1.19	140	1.07	0.99 - 1.39	1.09 - 1.19	130	1.33
Bnls/Sknls Thighs												
regular pack	2.49 - 2.99	1.99	480	2.59	2.29 - 2.59	1.99 - 2.49	290	2.37	1.99	1.79 - 2.28	130	2.02
value pack												
Combo Packs (9 pc)												
drum-thigh-breast		1.59	260	1.59								
drum-thigh-wing	1.09	0.98 - 1.29	240	1.09								
IQF **B/S Breast**	3.60	1.66 - 2.40	390	2.35	3.60	1.66 - 2.66	370	2.37	2.00 - 3.33	1.66 - 2.66	760	2.43
Tenders						2.00 - 3.20	240	2.72	2.40 - 3.20	2.00 - 3.20	120	2.12
Wings					2.00		70	2.00				

USDA Weekly Retail Chicken Feature Activity

Fri. May 08, 2009

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 05/08 thru 05/14.

(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

	SOUTH CENTRAL U.S (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)				SOUTHWEST U.S. (CA,NV)				NORTHWEST U.S. (ID,MT,OR,WA,WY)			
Feature Rate 1/	**92.4% of 3,200 sampled outlets**				**88.4% of 2,300 sampled outlets**				**97.8% of 900 sampled outlets**			
Special Rate 2/	**8.5% of stores w/ no-price promotions**				**5.8% of stores w/ no-price promotions**				**1.2% of stores w/ no-price promotions**			
Activity Index 3/	**Activity Index = 9,160**				**Activity Index = 9,420**				**Activity Index = 4,590**			
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer	0.49 - 1.59		440	1.15	0.99 - 1.29		460	1.18	0.77 - 1.29		150	0.89
cut-up fryer	1.29 - 1.69		360	1.57	1.29 - 1.69		550	1.51	1.29 - 1.69		110	1.34
bagged roaster	0.99 - 1.29		130	1.20					1.29		120	1.29
Cornish (frs/frz)									1.69 - 1.81		200	1.71
DELI **Rotisserie:**												
< 2 lbs.	3.99 - 5.99	each	1,490	5.42	4.98 - 5.99	each	980	5.82	5.00 - 5.99	each	620	5.97
2.1-3.0 lbs.	7.99	each	140	7.99					6.99 - 7.99	each	20	7.26
8-pc Fried:	4.99 - 6.99	each	1,240	5.94	4.99 - 6.99	each	1,190	5.94	4.99 - 6.99	each	440	6.12
PARTS:	Processor Label	Private Label	Stores	Wtd Avg	Processor Label	Private Label	Stores	Wtd Avg	Processor Label	Private Label	Stores	Wtd Avg
Bnls/Sknls Breast												
regular pack	1.87 - 3.99	1.68 - 3.49	1,080	2.76	1.97 - 4.99	1.88 - 2.99	1,390	2.63	2.95 - 6.29	1.78 - 3.49	710	3.69
value pack	1.99 - 2.99	1.58 - 2.49	830	2.12		1.49 - 1.99	180	1.89		1.88 - 1.99	200	1.97
thin sliced	4.99	2.49	170	4.20		3.99	300	3.99	6.49	2.49	250	5.11
Breast Tenders												
regular pack	1.87 - 3.99	2.49	500	2.87						2.49	100	2.49
value pack		1.97 - 2.49	180	2.37		2.59	10	2.59				
Split, bn-in Breast												
regular pack	1.19 - 1.69	0.88 - 2.49	490	1.42	0.99		160	0.99	0.99 - 1.79	2.49 - 2.99	220	2.07
value pack		0.99	50	0.99		0.99 - 1.79	340	1.72	0.99		120	0.99
Whole Wings		1.69 - 2.09	140	2.03		2.69	300	2.69	1.65	2.09	120	2.06
Leg Quarters	0.49 - 0.99	0.59 - 1.29	550	0.93		0.88 - 1.49	550	1.16		0.79 - 1.49	200	1.41
Legs		0.99	70	0.99						0.99 - 1.69	90	1.05
Thighs												
regular pack		0.88 - 1.29	390	1.17	0.99 - 1.69	0.88 - 1.29	880	1.34		1.29 - 1.49	180	1.48
value pack		0.89 - 1.19	140	1.00	0.99	0.99	210	0.99		0.99	90	0.99
Drumsticks												
regular pack		0.88 - 1.29	390	1.17	0.99 - 1.69	0.88 - 1.29	880	1.34		1.29 - 1.49	180	1.48
value pack		0.78 - 1.19	170	0.99	0.99	0.99	180	0.99		0.99	90	0.99
Bnls/Sknls Thighs												
regular pack		1.99 - 2.49	210	2.20	1.97	1.99 - 3.99	860	2.50	2.99	1.99 - 2.99	380	2.45
value pack												
Combo Packs (9 pc)												
drum-thigh-breast												
drum-thigh-wing												
IQF **B/S Breast**	1.59 - 2.40	1.66 - 1.99	590	2.01	2.40	1.69	830	1.95	2.40		10	2.40
Tenders	1.59		30	1.59	2.40	1.69	570	2.07				
Wings		1.75	120	1.75								

USDA Weekly Retail Chicken Feature Activity - USDA Certified Organic and Specialty Chicken

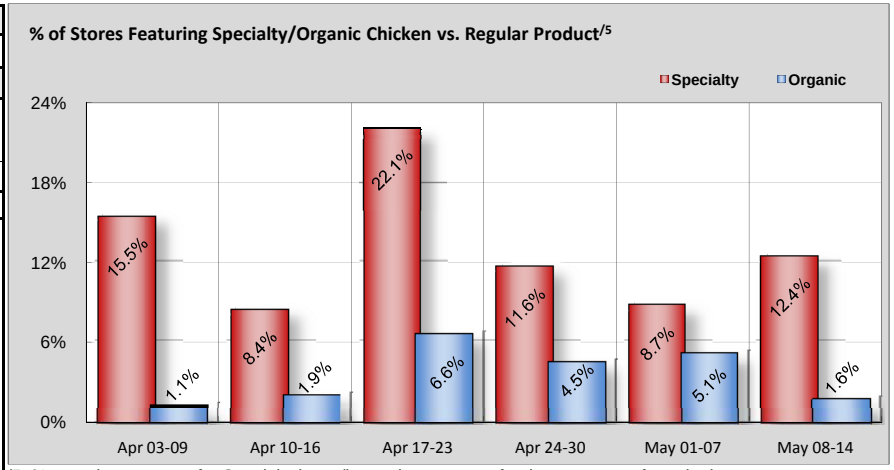
Fri. May 08, 2009

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 05/08 thru 05/14.

(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

NATIONAL SUMMARY

	SPECIALTY CHICKEN						USDA ORGANIC CHICKEN					
	THIS WEEK		LAST WEEK		LAST YEAR		THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate [1/]	11.0% of 18,600 outlets		10.1% of 18,600 outlets		9.4% of 18,000 outlets		1.8% of 18,600 outlets		7.1% of 18,600 outlets		3.6% of 18,000 outlets	
Activity Index [3/]	**4,460**		**3,790**		**4,110**		**480**		**1,750**		**1,190**	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	620	1.86	1,170	1.72	380	1.64	250	2.94	180	2.99	190	1.78
Bnls/Sknls Breast	1,400	5.47	1,400	5.17	1,700	5.34	210	7.09	1,560	8.41	620	7.82
Breast Tenders	160	5.11	600	5.07	230	5.29					120	8.99
Split, bn-in Breast	790	2.97	150	2.84	230	2.58	20	4.99				
Whole Wings			50	2.01								
Leg Quarters	70	0.99	70	0.99			--	--	--	--	--	--
Legs	40	1.47			20	1.99						
Thighs	690	1.65	110	1.73	600	1.49			10	3.99	120	1.69
Drumsticks	690	1.65	240	1.83	950	1.58					140	1.73



/5: % = total store count for Specialty items/by total store count for the same set of regular items.

SPECIALTY CHICKEN

	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
Feature Rate [1/]	16.6% of 4,000 sampled outlets			8.6% of 5,100 sampled outlets			5.1% of 3,100 sampled outlets			20.9% of 3,200 sampled outlets			1.8% of 2,300 sampled outlets			3.7% of 900 sampled outlets		
Activity Index [3/]	Activity Index = 1,680			Activity Index = 390			Activity Index = 560			Activity Index = 1,770			Activity Index = 40			Activity Index = 20		
	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg
Whole Fryer	1.39 - 2.69	150	2.01	1.79	110	1.79	0.99 - 1.49	70	1.17	1.49 - 1.99	280	1.98	1.99	10	1.99			
Bnls/Sknls Breast	2.79 - 5.55	270	4.51	3.99 - 5.68	80	5.11	2.99 - 6.29	390	5.35	5.49 - 6.49	610	6.17	2.99 - 4.49	30	2.99	4.49	20	4.49
Breast Tenders				5.68	50	5.68	3.69 - 4.99	60	4.32	5.49	50	5.49						
Split, bn-in Breast	1.49 - 3.29	710	2.98	2.99	70	2.99	1.69	10	1.69									
Whole Wings																		
Leg Quarters										0.99	70	0.99						
Legs	1.89	10	1.89	1.39	20	1.39	1.19	10	1.19									
Thighs	1.89 - 1.99	270	1.93	2.48	30	2.48	0.99	10	0.99	0.99 - 1.89	380	1.39						
Drumsticks	1.89 - 1.99	270	1.93	2.48	30	2.48	0.99	10	0.99	0.99 - 1.89	380	1.39						

USDA ORGANIC CHICKEN

	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
Feature Rate [1/]	3.6% of 4,000 sampled outlets			2.5% of 5,100 sampled outlets			0.0% of 3,100 sampled outlets			0.0% of 3,200 sampled outlets			0.3% of 2,300 sampled outlets			4.3% of 900 sampled outlets		
Activity Index [3/]	Activity Index = 240			Activity Index = 170			Activity Index = 0			Activity Index = 0			Activity Index = 10			Activity Index = 60		
	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg
Whole Fryer	2.69	230	2.69													3.99 - 6.99	20	5.79
Bnls/Sknls Breast	6.99	10	6.99	6.99	170	6.99							6.99 - 8.99	10	8.99	6.99	20	6.99
Breast Tenders																		
Split, bn-in Breast																4.99	20	4.99
Whole Wings																		
Legs																		
Thighs																		
Drumsticks																		

Specialty products are produced from chickens raised on an all vegetable diet without antibiotics and are minimally processed. USDA Certified Organic are products grown and processed according to USDA's national organic standards and certified by USDA-accredited State and private certification organizations. For more information, visit http://www.ams.usda.gov/nop/.